

HOW CAN ONE BISCUIT HELP YOU MEET YOUR MENU NEEDS?



BISCUITABILITY™

Your ability. One biscuit.



WHAT IS BISCUITABILITY™?

Biscuitability™ gives you the opportunity to expand your biscuit sales by growing the menu options. By highlighting primary four usages, operators can menu biscuits in a whole new way.

WHY FOCUS ON THE PRIMARY FOUR USAGES?

- The four menu applications account for 97% of biscuit usage
- Most operators will only menu biscuits in two ways: there's a chance that you could be missing out on half of the opportunities.

PILLSBURY® BISCUITABILITY™:

IT'S YOUR WAY TO MAKE A DELICIOUS BISCUIT WORK IN EVERY WAY YOU NEED IT TO.

- The mild butter flavor of Pillsbury® Southern Style biscuits work well for both sweet and savory dishes.
- Pillsbury® Biscuits have a homemade, scratch-like flavor and appearance
- Pillsbury provides simple menu ideas to help you drive patron traffic



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PRIMARY FOUR USAGES

BISCUIT & GRAVY

Over half of operators that offer Biscuit & Gravy at breakfast said it's more profitable than other breakfast items¹. Plus, it's a great way to offer comfort food to patrons.

HINTS/TIPS:

- You can use any size of biscuits for Biscuit & Gravy
- Any protein can be used for gravy: sausage, bacon, and ham.
- If you have leftover biscuits, wrapped them in a container, use them for Biscuit & Gravy first thing the next morning

BREAKFAST SANDWICH

Biscuit Sandwiches are on-trend and growing!! Over 1 million biscuit sandwiches were served last year alone³. In fact, 71% of foodservice operators that offer Biscuit Sandwiches agree they are an easy way to provide variety to their patrons⁴.

HINTS/TIPS:

- Pillsbury® Easy Split® Biscuits make it easy to make biscuit sandwiches. No knife needed.
- Create your own signature biscuit sandwich by using any combination of egg/cheese/meat you already have.

BREADBASKET

Biscuits make a perfect breadbasket choice, a crowd pleasing welcome. In fact, 70% of foodservice operators that offer biscuits in their Bread Baskets agree that it helps them make a good first impression with patrons⁵.

HINTS/TIPS:

- Fresh biscuits always taste best
- For savory, dip your biscuits with olive oil or melted butter and top your biscuits with herb, Italian seasoning, or garlic salt for change of flavor

AS A SIDE ITEM

Serve Pillsbury® Biscuits with flavored butter, honey drizzle, or jelly as complement for the main menu, and for any part of the day: breakfast, lunch or dinner.

Footnotes

1. COGNITIO Biscuit Menu Study, N=244 Foodservice Operators, April,2011
3. NDP Crest Report 12 months ending Dec'2010
4. COGNITIO Biscuit Menu Study, N=167 Foodservice Operators, April,2011
5. COGNITIO Biscuit Menu Study, N=103 Foodservice Operators, April,2011



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